

THIS WEEK, THE CONSUMER



**WHAT JAPAN CAN
TEACH US ABOUT
EVERYTHING**

WATCHED FREE TO AIR TV



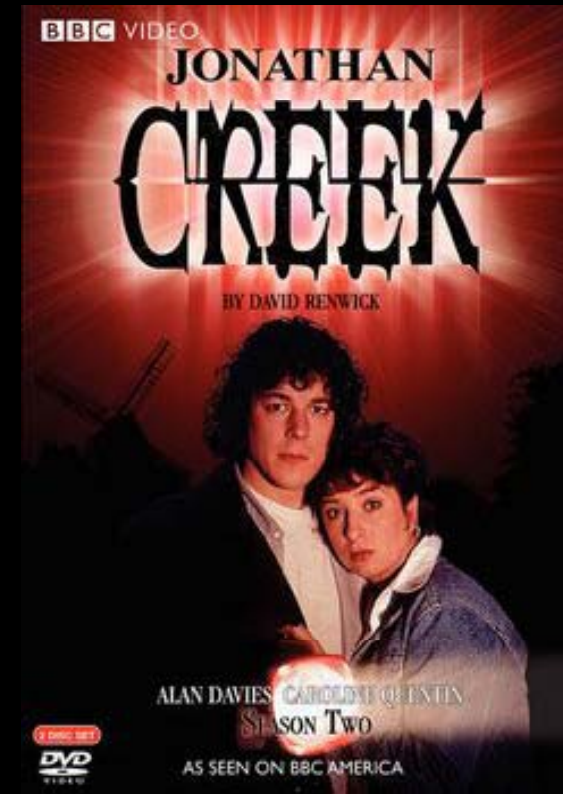
ZenithOpti



No	Program	Network	Average Audience
1	Packed to the Rafters	7	1,748,000
2	My Kitchen Rules – Tuesday	7	1,595,00
3	My Kitchen Rules – Monday	7	1,501,000
4	My Kitchen Rules – Wednesday	7	1,394,000
5	Seven News	7	1,249,000

Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 27.02.11 to 05.03.11 5 City Metro, 0200-0159, basic program logs as per schedule)

WATCHED FTV DIGITAL CHANNELS



No	Program	Network	Average Audience
1	Jonathan Creek	7TWO	349,000
2	Heartbeat	7TWO	345,000
3	Neighbours	ELEVEN	330,000
4	The Amazing Race	7MATE	312,000
5	Pie In The Sky	7TWO	285,000

ZenithOp

Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 27.02.11 to 05.03.11 5 City Metro, 0200-0159, basic program logs as per schedule)

WATCHED STV SPORT



ICC Cricket World Cup
2011

No	Program	Network	Average Audience
1	Live: Cricket ICC World Cup – Sri Lanka V Australia	FOX SPORTS 3	196,000
2	Live: AFL – NAB Cup SF#2 West Coast V Collingwood	FOX SPORTS 2	152,000
3	Live: Super Rugby – Brumbies V Reds	FOX SPORTS 1	112,000
4	Live: AFL – NAB Cup QF#4 West Coast V Gold Coast	FOX SPORTS 2	100,000
5	Live: Super Rugby – Chiefs V Rebels	FOX SPORTS 1	97,000

Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 27.02.11 to 05.03.11 5 City Metro, 0200-0159, basic program logs as per schedule)

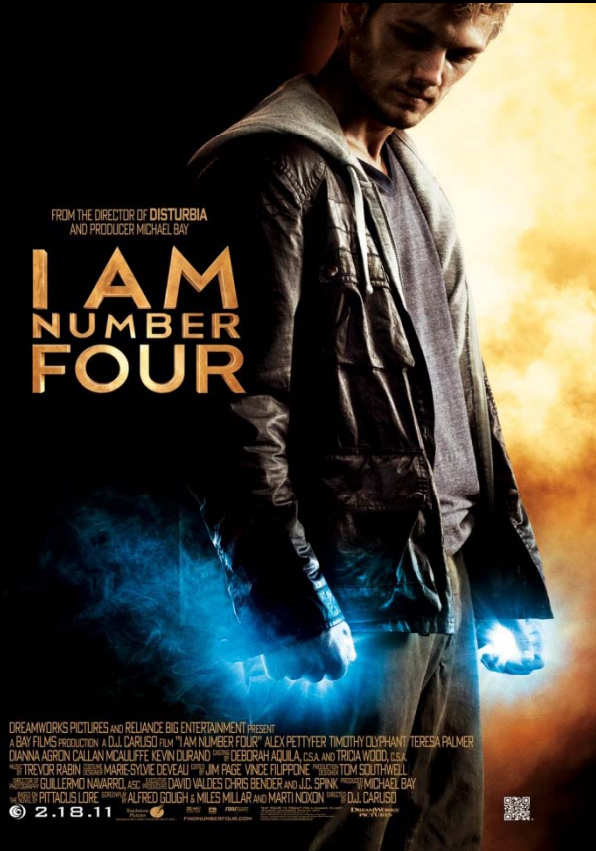
WATCHED STV SHOWS



No	Program	Network	Average Audience
1	Live: Mardi Gras 2011	ARENA/+2	120,000
2	Glee	FOX8/+2	67,000
3	Shake It Up!	Disney Channel	62,000
4	Pair of Kings	Disney Channel	61,000
5	The Hurt Locker	Movie One/Two	61,000

Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 27.02.11 to 05.03.11 5 City Metro, 0200-0159, basic program logs as per schedule)

AT THE BOX OFFICE

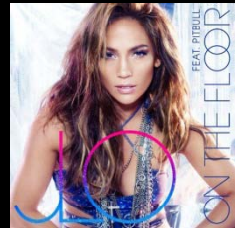


No	Movie	Weeks In Cinema	Weekly Total	Gross Total
1	I Am Number Four	1	\$2,248,988	\$3,088,704
2	Gromeo and Juliet	2	\$1,496,460	\$3,872,039
3	Unknown	2	\$1,120,328	\$3,437,222
4	The King's Speech	10	\$1,021,334	\$25,690,878
5	No Strings Attached	3	\$930,363	\$6,448,764

Zenit

TOP FIVE SELLING SINGLES

1 S&M
Artist: Rihanna



2 On The Floor
Artist: Jennifer Lopez ft. Pitbull

3 Born This Way
Artist: Lady Gaga



4 Just Can't Get Enough
Artist: The Black Eyed Peas

5 Coming Home
Artist: Diddy and Dirty Money Feat. Skylar Grey



TOP FIVE BEST SELLERS

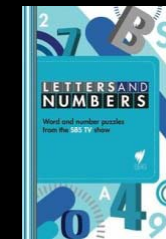
1 **Afterlife**
Author: Claudia Gray



A Kingdom Besieged
Author: Raymond E. Feist

2

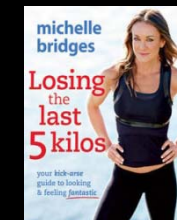
3 **Letters and Numbers**
Author: Hardie Grant



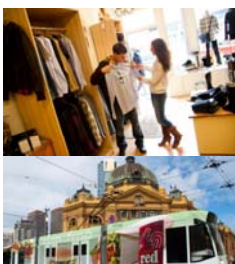
Wise Man's Fear
Author: Patrick Rothfuss

4

5 **Losing the Last Five Kilos**
Author: Michelle Bridges



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Source: Dymocks

WHAT JAPAN CAN TEACH US



ZenithOptimedia



A PLEA TO A BORING AUSTRALIA



ZenithOptimedia



I spent three years of my life attending university lectures, where I was fed tales of the radical innovations in new media technologies and platforms. We conducted ethnographic research of underground subcultural tribes and spoke excitedly about consumer cultures. I was young, bright eyed and full of hope for the media revolution set to embrace our fair country.

Then I graduated.

Now I spend far too much time compiling this report. My life is like Chris from Family Guy where I have a Twinkie of media development dangled in front of my face on a pole attached to my head. Instead of getting to taste the delicious creamy centre of opportunity – everyday Australian's just bash me over the head with the proverbial pole.

Weekly, I sadly accept that there was no such thing as a media revolution when it comes to targeting the general population. In fact it is distinctly the opposite. Australia is still stuck in the media dark ages. My heart is broken. Rather than finding inspiration, all I found was the facts to prove that the Australian people are the most predictable in the world. While that makes it great for targeting – it just lessens in the fun in connection.

Why are we so predictable? Well just look at the front half of this report. Every week Australians all watch the same television shows, read the same books and listen to the same radio stations.

In my opinion, Australia can be likened to a sloth. I'm not saying we're all hairy and have a limited number of fingers and toes (arguably, some fit this profile)... I'm just saying we are creatures of safe habits and move forward at a painstakingly slow rate.

SO TO YOU, I OFFER THIS...



Dear Australia,

Please stop being so boring.

I understand that you're still young and your older sister England has been distant as of late. But you have so many unique and interesting friends to learn rad things from!

Sure, you've been enemies in the past, but I've seen Japan eyeing you off across the Pacific Ocean. So do something different, strike up a conversation with her and learn to do something new.

In a helping hand of encouragement I offer you this special Japan edition.

This week we take a look at everything Japanese. We take a round trip on the Shinkansen and stop to explore culture, fashion, anime and advertising.

Take my lesson and please bring it to life.

Ganbatte!

Yours sincerely,
Sophie Langton

JAPADVERTISING



Japanese advertising has two extremes and very little middle ground. The most common – especially amongst outdoor and transit media is product focus. Hop on an inner city JR line train and you will be greeted with a smiling face holding some kind of beverage or using a phone.

The second and far more entertaining variety is that of campaigns that employ complete and utter randomness as their strategy. These ads can often be seen on television. These will feature anything from singing and dancing pizza toppings through to adorable children in animal costumes.

The common link between these two forms is often the use of a celebrity endorsement. Bill Murray's endorsement of Suntory in Lost in Translation is truly accurate of the market over there. In the past Leonardo DiCaprio has endorsed credit cards, Nicolas Cage Pachinko slots and even Brad Pitt has put his face to canned coffee.

They also split their ad breaks up differently. A half our program will be broken in two and feature a solid block of advertisements in the middle and in between programs.

THE WEIRDEST

1

Suntory Fire Man

<http://www.youtube.com/watch?v=HHNJmWbvsL0>



2

Dole Banana Man

<http://www.youtube.com/watch?v=dpqxSBclqWs&NR=1>



3

Calbee Chips

<http://www.youtube.com/watch?v=MfzNEmqeIWo&>



4

Pizza La

<http://www.youtube.com/watch?v=a6tSyDHXViM&>



5

Mario Kart DS

<http://www.youtube.com/watch?v=M0LfLk9ILEg&NR=1&>



FASHION

One would imagine that individuality would be a difficult concept to master in a country with a population of 127 million – except it isn't. Japanese people embody their rare gift of differentiation.

For the Japanese, personality oozes through their fashion. The world looks to Harajuku girls as a source of subcultural inspiration. Their influence is felt all around the world – from Gwen Stefani to that stall at your local market. The styles available to them are distinctive. While they may not be everyone's cup of tea – there is no denying the value of their uniqueness.

Within Japan there are two extremes of fashion retail.

High End

Visit areas such as Ginza in Tokyo and you will be greeted with lines of high end designer store with everything from Chanel to YSL. High fashion is so embraced by the Japanese that it almost becomes ubiquitous – but that is a conversation for another day. You pass many with Louis Vuitton bags and Burberry trench coats.

Australia and the world has welcomed the garments of many Japanese designers. Those of special mention include Comme des Garçons and Issey Miyake. Shoe label, Converse has even collaborated with CDG to release a line of shoes featuring the well known heart. In Australia we have also embraced the Japanese born, Akira Isogawa with open arms.

Fast Fashion

Global retail outlets such as Top Shop, Zara and H&M all thrive in Japan. Stores are able to move stock at price points that would bring an Australian retailer to their knees. These outlets have so much daily foot traffic that the stock literally flies off the shelves.



COMME DES GARÇONS HOMME A/W11

Blurring the line between East and West



HARAJUKU GIRLS

Individuality as style

CARTOONS

What was your new year's resolution? Mine was to read more. One small problem stands in the way of this goal – an attention span smaller than that of a child with ADHD after consuming a large red soft drink. Japan has the solution – graphic novels

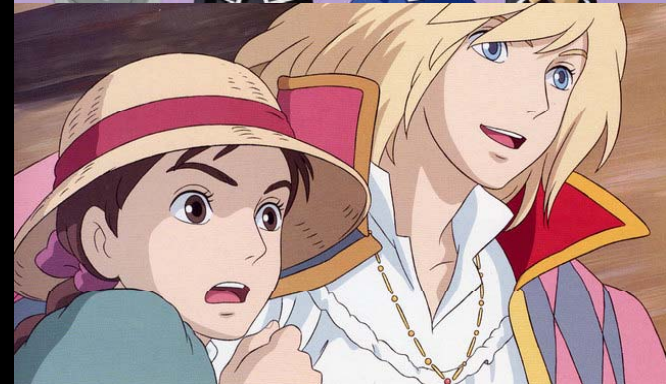
More commonly known as manga, these books have incredible national (and international) penetration. Some of the most common titles include Naturo, Death Note and One Piece. Many of these comics are turned into television shows called anime.

Then they even come full circle are made into live action movies. These have varying scales. Some manga-turned anime-turned live action productions stay within Japan – such as Gantz. Others go global. There is, and has been much talk about a Cowboy Bebop adaptation. Keanu Reeves has even signed on to play bounty hunter, Spike Spiegel.

Manga and anime is ubiquitous in Japan. You can buy manga everywhere from your local FamilyMart convenience store to multi storey manga stores. There is a genre from everyone, from the sweet and innocent Shōjo to the confronting and graphically detailed Hentai.

Its presence can be felt all around the world – not just with weird Otaku kids, such as myself sitting alone on Saturday nights watching cartoons. Oh yeah! Oh no, the massive Japanese animation house, Studio Ghibli has produced a few animations that received commercial success in Australia.

You may be familiar with the 1980s classic, My Neighbour Totoro or most likely the more recent works, Howl's Moving Castle, Ponyo and Spirited Away. Each film boasts an impressive cast in the English speaking versions, with everyone from Christian Bale, Billy Crystal and Tina Fey. Spirited Away even won an Oscar in 2002 for Best Animated Feature, beating out Ice Age!



VENDING MACHINES

What do you do when you live in a country with; high population density, limited space and low levels of vandalism? You install a lot of vending machines. In fact, Japan has the highest number of vending machines per capita, with one machine for every twenty three people.

These vending machines sell more than just cold drinks – they also dispense hot drinks, alcoholic drinks, fried food, cigarettes and the much talked about “used underwear”. Turn any corner and you will more than likely be greeted with the fluorescent glow of the magical dispenser box.

They are even used for more than just quick street transactions. Many restaurants have employed their services. In this situation, the diner selects the meal they wish to eat and then inserts cash or card. From here the order is sent to the kitchen and prepared instantly.

Because the machines sell restricted items such as alcohol and cigarettes they require a form of identification. The taspo card was introduced in 2008 and is used for this exact purpose. More recently telecommunications company, NTT DoCoMo has introduced the Osaifu-Keitai. This literally means the “wallet mobile”. It serves as not only a phone but also as electronic money, identity, loyalty and credit cards, as well as fare collection for public transits.

Of course, vending machines aren't so wonderful in every country. In Australia all they seem to carry is soft drink, chocolate and chips. In fact, this kind of stocking has become so problematic in countries like America. To the point where many US school districts have banned vending machines in elementary schools.



HIKARI SUPER-DOOPER EXPRESS

Did you know that there are 950 flights flown per week between Sydney and Melbourne. That is 780,932 seats per month. That makes it one of the world's busiest air routes. That is insane.

Imagine if we had a train line that ran between the two cities. Of course it wouldn't be the trains we have now. Sure we can all hop a tilt train and travel at a max speed of 160km/h up to far north Queensland. Not everyone's preference. Then there is also that issue where our fair nation has significant variations in rail gauge state to state. It's not that big a deal, it has only been a problem for over one hundred years.

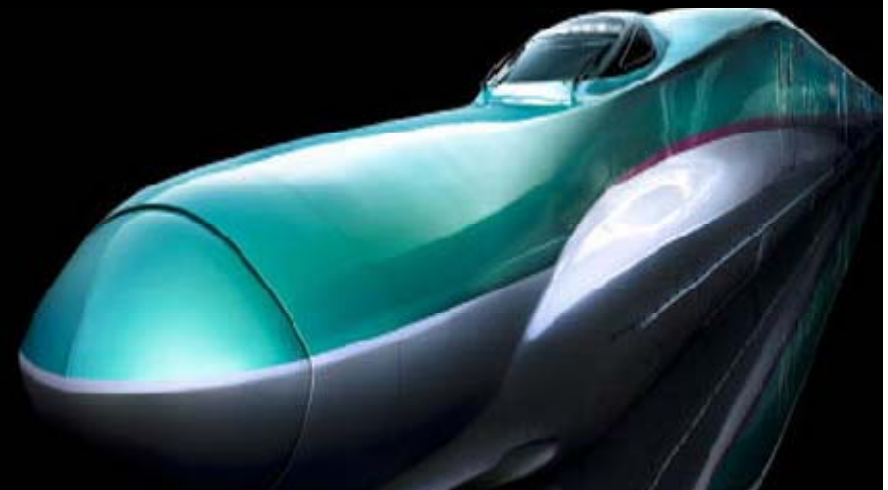
Japan on the other hand is collaborative and has built a truly impressive rail service. In fact, many commuters prefer rail over air. Consequently the national airline, JAL experienced massive financial losses and required a \$1bn government bailout in 2009. But that is another story to be explained by someone with actual knowledge.

But what is so great about rail travel in Japan? THE TRAINS! Even if you don't speak Japanese, you know the word Shinkansen. These high speed railway lines were introduced in 1964 and links most major cities on the islands of Kyushu and Honshu. The trains travel at an average speed of 300km/h.

The Tōkaidō Shinkansen carries more than 150 million passengers a year, making it the world's busiest high speed rail line. In English this line is known as the Hikari Superexpress and runs between Tokyo and Osaka. On this line there will be up to ten trains that will run per hour. These trains have sixteen carriages each which is a capacity of 1300 seats. On the Nozomi N700 the 515km journey between Tokyo and Osaka takes only 2 hours and 26 minutes.

Now Japan, the nation of technological innovation has introduced an even faster train – the E5 Series. This train can travel at 320 km/h, making the trip from Tokyo to Aomori almost an hour shorter than on previous trains. Can you imagine being able to travel interstate for business at 300km/h, then step off the train in central station without the hassle of a \$50 cab fare from the terminal.

cough Melbourne airport *cough*





IN OTHER NEWS

SOPHIE'S SOAPBOX IS BACK

Alright, you want to make a viral ad. Small problem, you lack the brain capacity to come up with your own unique content. Your solution, just rip off everything that has experienced the success you desire.

Here is something to consider – viral ads take their name from their infectious nature and ability to collect and grow like Katamari. A physical virus will replicate within the cells of living organisms. If you are an advertiser, that doesn't mean that you should literally replicate past examples that have a high hit rate.

And that is exactly where Smart Water went wrong. They recently employed the painfully pedestrian Jennifer Aniston to appear in their intentionally viral ad. Here she plays dumb to the make up of said content and employs three boys from the internet to help her sell bottled water. The video obviously took a while to produce – the content featured is so old and dated it appears as if they had to download it through a 56K modem.

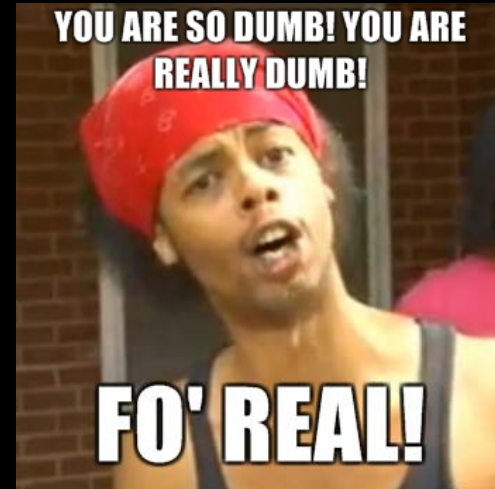
It features the abhorrent “talents” of that kid that lip synchs to Kesha, cute animals and the double rainbow guy. Oh, yeah and goddamn dancing babies. Dancing babies!? You have to be kidding me. They haven't been relevant since Calista Flockhart's weight and appearance was a matter of public concern. Oh what's that Smart Water – you want to copy another water brand? Oh yes, Evian included Roller Skating infants – of course you would rip that off!

While intentional, the content is as translucent and clear cellophane. Sure, the video has had more than five million views – but a fair percentage of those came from industry blogs and newsletters slamming it. People *have* passed it on to their friends – but as an example of what not to do and to sit and laugh at how atrocious the attempt is. Maybe that is what they wanted.

Watch it here: <http://www.youtube.com/watch?v=Rc47Lcvlxyl>

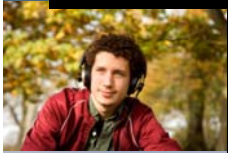
Or watch this much better celebration of the meme:

<http://www.southparkstudios.com/clips/165195/meet-the-internet-stars>



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THIS WEEK, THE CONSUMER

I KNOW WHAT YOU DID LAST WEEK...

Posted 3 days ago

Runaway, fast as you can.